

Tool 7.5: Tips on Crafting Testimony for a Report Release

Testimony at a report release should:

- Focus on one or two issues or findings from your report
- Be personal and tell a story about how the research impacts you personally
- Share key data from the research
- Share recommendations from your report
- Motivate your audience to take action

Possible Outline for Testimony:

1. Introduce yourself and your organization (could include your name, where you live, and any other personal information that you think is important to share with your audience).
2. Explain why you are here today and why the report you are releasing today is personally important to you.
3. Tell a personal story about how you have been impacted by the issues that are discussed in your report.
4. Give 3-4 findings or key pieces of data from your research to connect your personal story to the research.
5. Give 3-4 recommendations from your research that are connected to the findings or data you just presented.
6. Call to Action or a motivational closing that calls on the audience to take action to fix the social issues you highlight in your report.

Who Should Give Testimony at a Report Release?

- Someone that has a personal story to tell about the issues you discuss in your report.
- Someone that was actively involved in the research process.
- Someone that is an active member in your organization.